

A person wearing a cowboy hat and a light-colored shirt is seen from behind, with their arms raised in the air. They are at a country music event, as evidenced by the crowd and the 'mainstream COUNTRY' text. The entire image has a blue color overlay.

# *mainstream* **COUNTRY**

**GOLD**

 **Westwood One**



# *mainstream* **COUNTRY**

**GOLD**

**MAINSTREAM COUNTRY GOLD** plays all the new music (26%),  
recurrents (26%) and gold (37%) songs from our Mainstream Country  
library but adds to our gold category by dipping into more of the  
biggest hits from the 90's, 80's and 70's (11%).

# Mainstream Country Gold Programming Details



## 18+ Demo

- Male: 52%
- Female: 48%

## Household Income

- <\$25k: 24%
- \$25k-\$49k: 26%
- \$50k-\$74k: 20%
- \$75k+: 31%

## Target Demo

Core: Adults 35-49

## ERA Balance

- 26%: Currents
- 26%: Recurrents
- 37%: 2000's
- 11%: 90's, 80's, 70's

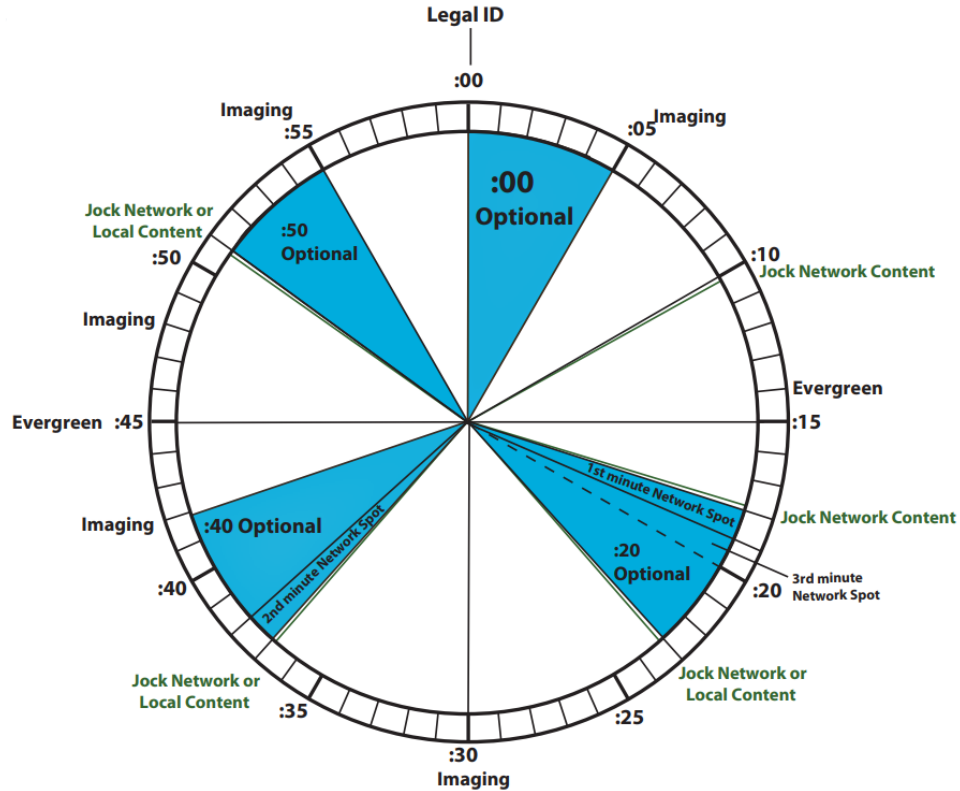
## Core Artists

- Luke Combs
- Blake Shelton
- Tim McGraw
- Lady A
- Justin Moore
- Rascal Flatts
- Scotty McCreery
- Chris Stapleton
- Dierks Bentley
- Miranda Lambert

## Sample Hour

"Take It From Me" – Jordan Davis  
"Beers And Sunshine" – Darius Rucker  
"Whenever You Come Around" – Vince Gill  
"Everywhere But On" – Matt Stell  
"It Don't Hurt Like It Used To" – Billy Currington  
"One Night Standards" – Ashley McBryde  
"Catch" – Brett Young  
"Making Memories of Us" – Keith Urban  
"Minimum Wage" – Blake Shelton  
"Think A Little Less" – Michael Ray  
"What's Your Country Song" – Thomas Rhett  
"I Hope You Dance" – Lee Ann Womack  
"Gone" – Dierks Bentley  
"Sunrise, Sunburn, Sunset" – Luke Bryan

# Mainstream Country Gold Clock





# On-Air Personalities

# Programming Bios



**RICK TAYLOR**  
(6a-10a eastern)

I've known since I was about 10-years-old I wanted to be a disc jockey. Well, kind of. Originally I wanted to be a country singer, but that seemed a little out of reach, and if I couldn't sing on the radio, I at least wanted to talk on it. It didn't hurt that there was a radio station directly across the highway from where I was raised. I've been on the radio somewhere ever since, working in Shreveport, LA, Texarkana, AR, Dallas, TX, and on stations coast-to-coast. I'm happily single and my two boys are grown and on their own, so when I have time I love to drift fish or take my Bayliner out for a spin when the weather is nice. I also love spending time at home with my Min Pin, Puggle and Maine Coon. I am thrilled to have the opportunity to still be doing what I have always loved to do! I hope you enjoy the new morning show and be sure to let us know what you think about it, or if you have any suggestions reach out to us by contacting the radio station.



**KIM STEWART**  
(10a-3p eastern)

Kim Stewart has a strong Country background. She most recently worked as the midday jock on KSCS/Dallas. She previously worked at KPLX/The Wolf in Dallas, did PM Drive at KVIL in Dallas and mornings at Majic in Austin. Before all of that, she did mornings nationally at Radio Disney and was also the midday talent for Westwood One's 24/7 Hot AC format. Kim brings lots of energy to her show and really knows how to connect with listeners.

# Programming Bios



**ERIC DENIRO**  
(3p-8p eastern)

I was born at Cape Canaveral Hospital many years ago. I graduated on time from Rockledge High School then went on to U.C.L.A (University of Clearlake Avenue in Cocoa aka BCC). I have been on the air for 25 years. I love the Los Angeles Lakers, the Cowboys and the Noles. I'm a big animal lover, my favorite thing to do is swim with sharks, it's not as scary as it seems, and you come away with a new appreciation for these beautiful creatures. Nothing makes you feel more alive than an 8-foot 400-pound bull shark swimming within a foot of you. I also keep saltwater and reef aquariums and feel the same way about my fish that you do about your dogs and cats



**TYLER REESE**  
(8p-1a eastern)

Tyler Reese grew up in a small town called Monticello, Wisconsin. After playing three sports in high school, he went on to attend the University of Wisconsin, graduating in Journalism and Broadcasting. He loves and has worked in radio since the age of 18, starting on his birthday, the first day he was old enough to be on the air. Radio has led him through Charlotte, NC, Charleston, SC and Nashville, TN. His lovely wife, Kimmie, works in the record business on Music Row and they are both dog lovers with a 7-year-old Aussie/Lab mix rescue named Ellie and 4-year-old German Shepherd mix, Layla. You can usually find him grilling or cooking, exploring the outdoors, following his favorite sports teams... and he admits that he MAY have an Apple TV and Netflix problem.

# Programming Bios



**SHANNON BLACK**  
(1a-6a eastern)

Hi!! I'm Shannon Black

I love music , fluffy puppies, my Hubba Bubba and true crime dramas.

(Not necessarily in that order LOL)

Music is in my soul.

With music memories are made.

With music you are instantly transported to a time or place.

Who doesn't love a good ol country love song?

Who doesn't love a good ol country break up song.

We've all been there.

Thanks for listening. Lets make some memories together!



# THANK YOU!

For more information on Mainstream Country Gold and affiliating in your market, contact:

**George King, VP/GM Network Formats**  
gking@westwoodone.com | 720.873.5128

**Neal Weiner, VP of Affiliate Sales Formats**  
nweiner@westwoodone.com | 206.706.1373